

DECEMBER 22-28, 1986 2

New York Time Duration				NIELSEN AVERAGE AUDIENCE				New York Time Duration				NIELSEN AVERAGE AUDIENCE					
Program Name	Day	Ntwk		Households (000)	Share %		No. Sta.	Prog. Covg.	Program Name	Day	Ntwk		Households (000)	Share %		No. Sta.	Prog. Covg.
EVENING																	
ABC BUSINESS BRIEF-WED	8:58	01 WED.	A	6,730	7.7	18	177	86	KATE & ALLIE	8:00	30 MON.	C	12,760	14.6	24	203	98
ABC BUSINESS BRIEF-FRI	8:44	01 FRI.	A	10,230	11.7	21	183	85	KENNEDY CENTER HONORS(S)	9:00	127 FRI.	C	9,700	11.1	21	208	99
ABC MOVIE SPECIAL(S)	9:00	120 WED.	A	9,350	10.7	25	211	99	L.A. LAW	10:00	60 THU.	N	12,760	14.6	28	208	99
ABC NEWSBRIEF-MON	8:58	01 MON.	A	9,440	10.8	18	154	84	LOVE BOAT-THU(S)	8:00	120 THU.	A	6,900	7.9	15	203	98
ABC NEWSBRIEF-TUE	9:57	02 TUE.	A	12,240	14.0	23	179	89	MAGGYVER	8:00	60 MON.	A	10,490	12.0	20	198	98
ABC NEWSBRIEF-WED	9:54	01 WED.	A	8,040	9.2	21	185	90	MAGNUM, P.I.	9:00	60 WED.	C	10,580	12.1	28	204	98
ABC NEWSBRIEF-THU	9:58	01 THU.	A	7,690	8.8	16	184	90	MATLOCK	8:00	60 TUE.	N	14,330	16.4	27	206	99
ABC NEWSBRIEF-FRI	9:58	01 FRI.	A	6,380	7.3	13	177	88	MIAMI VICE	9:00	60 FRI.	N	15,560	17.8	32	214	99
ABC NEWS CLOSEUP(S)	10:00	60 SAT.	A	5,940	6.8	13	194	96	MIKE HAMMER	8:00	60 WED.	C	8,480	9.7	23	200	98
ABC NEWSBRIEF-SAT.	9:58	01 SAT.	A	6,820	7.8	14	176	88	MR. BELVEDERE	8:30	30 FRI.	A	11,970	13.7	25	201	95
ABC NEWSBRIEF-SUN.	9:52	01 SUN.	A	9,000	10.3	16	184	89	MOONLIGHTING	9:00	60 TUE.	A	17,220	19.7	32	203	98
ABC SPORTS UPDATE-SAT	8:58	01 SAT.	A	7,520	8.6	16	179	87	MURDER, SHE WROTE	8:23	60 SUN.	C	21,410	24.5	37	207	99
ABC SPORTS UPDATE-SUN	8:58	01 SUN.	A	6,030	6.9	11	195	92	MY SISTER SAM	8:30	30 MON.	C	14,250	16.3	26	204	98
ABC SUNDAY NIGHT MOVIE	9:00	146 SUN.	A	10,750	12.3	20	204	96	NBC MONDAY NIGHT MOVIES	9:00	120 MON.	N	18,620	21.3	33	199	99
ABC WORLD NEWS TONIGHT	6:30	30 M-F	A	8,390	9.6	20	207	99	NBC NEWS DIGEST-M-F	8:58	01 M-F	N	9,180	10.5	19	147	76
ABC WRLD NEWS TONIGHT-SUN	6:30	30 SUN.	A	5,940	6.8	12	162	84	NBC NEWS DIGEST-2-M-F	VAR	01 MWF	N	10,310	11.8	21	163	84
ALF	8:00	30 MON.	N	13,460	15.4	25	203	99	NBC NEWS DIGEST-SAT	8:58	01 SAT.	N	11,190	12.8	23	151	75
AMAZING STORIES	8:30	30 MON.	N	12,410	14.2	22	205	99	NBC NEWS DIGEST-SUN	9:07	02 SUN.	N	9,530	10.9	16	154	79
AMEN	9:30	30 SAT.	N	13,020	14.9	27	188	87	NBC NEWS DIGEST-2-SUN.	10:12	01 SUN.	N	12,410	14.2	22	171	87
BARBARA MANDRELL XMAS(S)	10:00	60 MON.	C	13,630	15.6	24	209	99	NBC NIGHTLY NEWS-SAT.	6:30	30 SAT.	N	9,260	10.6	21	163	90
BILL COSBY SHOW	8:00	30 THU.	N	19,670	22.5	45	216	99	NBC NIGHTLY NEWS-SUN	6:30	30 SUN.	N	7,080	8.1	14	178	92
CAVANAUGHS	9:30	30 MON.	C	12,410	14.2	21	206	99	NBC NIGHTLY NEWS	6:30	30 M-F	N	9,180	10.5	22	204	99
CBS EVENING NEWS-RATHER	6:30	30 M-F	C	8,830	10.1	21	208	99	NBC SUNDAY NIGHT MOVIE	8:00	180 SUN.	N	14,600	16.7	26	200	99
CBS SAT. NEWS-SCHIEFFER	6:30	30 SAT.	C	6,820	7.8	16	167	88	NEWHART	9:00	30 MON.	C	15,300	17.5	26	205	99
CBS SATURDAY MOVIE	9:00	120 SAT.	C	9,350	10.7	20	187	92	NEWSBREAK-M-F	VAR	01 M-F	C	7,690	8.8	16	170	78
CBS TUESDAY MOVIE	9:00	120 TUE.	C	12,060	13.8	23	205	98	NEWSBREAK-SAT.	9:55	01 SAT.	C	6,560	7.5	14	158	76
CHEERS	9:00	30 THU.	N	18,620	21.3	40	209	99	NEWSBREAK-SUN.	10:21	01 SUN.	C	17,830	20.4	32	182	87
CRIME STORY	10:00	60 FRI.	N	12,940	14.8	29	203	99	NFL MONDAY NIGHT FOOTBALL	9:00	187 MON.	A	17,220	19.7	32	205	97
DADS	9:00	30 FRI.	A	9,260	10.6	19	201	98	NIGHT COURT	9:30	30 THU.	N	16,080	18.4	34	205	99
DISNEY SUNDAY MOVIE	7:00	120 SUN.	A	7,780	8.9	14	211	99	1986	10:00	60 TUE.	N	9,260	10.6	19	195	98
DOWNTOWN	8:00	60 SAT.	C	8,300	9.5	18	183	92	OUR HOUSE	7:00	60 SUN.	N	11,270	12.9	21	202	99
EQUALIZER	10:00	60 WED.	C	10,310	11.8	27	207	99	OUTLAWS SPECIAL(S)	9:23	120 SUN.	C	20,010	22.9	37	207	99
FACTS OF LIFE	8:00	30 SAT.	N	13,020	14.9	28	194	93	PERFECT STRANGERS	8:00	30 WED.	A	8,220	9.4	22	199	97
FAMILY TIES	8:30	30 THU.	N	19,140	21.9	42	215	99	ST. ELSEWHERE	10:00	60 WED.	N	6,990	8.0	18	208	99
FAST COPY SPECIAL(S)	8:00	60 FRI.	N	8,040	9.2	17	198	97	SCARECROW & MRS. KING	8:00	60 FRI.	C	10,750	12.3	22	207	99
GUNG HO	9:30	30 FRI.	A	7,340	8.4	15	200	98	SIDEKICKS	8:00	30 SAT.	A	8,220	9.4	18	187	92
GIMME A BREAK	9:00	30 WED.	N	8,220	9.4	22	197	98	SIMON & SIMON	8:00	60 THU.	C	8,130	9.3	18	206	99
GOLDEN GIRLS	9:00	30 SAT.	N	18,620	21.3	38	193	93	60 MINUTES	7:23	60 SUN.	C	21,590	24.7	40	209	99
GOLDEN SHOWCASE(S)	9:00	120 THU.	C	9,880	11.3	21	207	99	SLEDGE HAMMER	8:30	30 SAT.	A	8,650	9.9	18	191	93
GROWING PAINS	8:30	30 TUE.	A	16,520	18.9	30	202	98	SPENSER: FOR HIRE	9:00	60 SAT.	A	7,950	9.1	16	187	93
HEAD OF THE CLASS	8:30	30 WED.	A	8,300	9.5	22	198	97	SPORTSBREAK-SAT	8:58	01 SAT.	C	8,740	10.0	18	177	88
HIGHWAY TO HEAVEN	8:00	60 WED.	N	7,950	9.1	21	208	98	SPORTSBREAK-SUN	8:51	01 SUN.	C	18,440	21.1	32	195	93
HILL STREET BLUES	9:00	60 TUE.	N	11,620	13.3	22	203	99	STARMAN	10:00	60 FRI.	A	8,830	10.1	20	202	96
HUNTER	10:00	60 SAT.	N	14,420	16.5	31	182	90	20/20	10:00	60 THU.	A	10,050	11.5	22	210	99
JACK & MIKE	10:00	60 TUE.	A	12,320	14.1	25	200	99	WEBSTER	8:00	30 FRI.	A	12,850	14.7	27	206	99

 Partial time interruption within program.

Excludes delays which occurred after the week covered by this report.

(5) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 87,400,000

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FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 22-28, 1986

New York Time					NIELSEN AVERAGE				New York Time					NIELSEN AVERAGE								
Duration					AUDIENCE				Duration					AUDIENCE								
Day									Day													
Ntwk									Ntwk													
Program Name					Households	Share	No.	Prog.	Program Name					Households	Share	No.	Prog.					
					(000)	%	Sta.	Covg.						(000)	%	Sta.	Covg.					
EVENING (CONT)																						
WE THE PEOPLE	8:58	01	TU&TH	C	8,740	10.0	17	196	92	ANOTHER WORLD	2:00	60	M-F	N	4,370	5.0	16	204	99			
WHO'S THE BOSS?	8:00	30	TUE.	A	15,560	17.8	30	201	98	AS THE WORLD TURNS	1:30	60	MTUWF	C	6,210	7.1	22	206	99			
WIZARD	8:00	60	TUE.	C	8,300	9.5	16	198	92	CAPITOL	2:30	30	MTUWF	C	4,720	5.4	17	195	93			
YOU AGAIN ?	9:30	30	WED.	N	8,040	9.2	21	196	98	CBS EARLY MORNING NEWS	6:00	30	M-F	C	960	1.1	15	135	85			
YOU AGAIN? SPECIAL(S)	8:30	30	SAT.	N	14,420	16.5	30	194	94	CBS MORNING NEWS 1	7:30	30	MWTHF	C	2,010	2.3	14	201	98			
NUMBER OF PROGRAMS 95																						
LATE FRINGE																						
ABC NEWS-NIGHTLINE	11:30	VAR	TU-F	A	5,770	6.6	18	196	98	CBS MORNING NEWS 2	8:30	30	M-F	C	2,450	2.8	11	199	98			
ABC NEWS-NIGHTLINE-MON	12:52	31	MON.	A	3,580	4.1	18	198	97	CBS MORNING NEWS 1-TU(B)	7:30	30	TUE.	C	1,840	2.1	11	178	83			
ABC WEEKEND REPORT-SAT.	11:30	15	SAT.	A	2,100	2.4	9	143	80	DAYS OF OUR LIVES	1:00	60	M-F	N	6,560	7.5	23	208	99			
ABC WEEKEND REPORT-SUN.	12:04	15	SUN.	A	2,270	2.6	9	155	86	DISNEY WRLO'S XMAS PARADE(S)	10:00	90	THU.	A	7,600	8.7	29	190	93			
CBS LATE NIGHT I	VAR	VAR	MTUTHFC		4,460	5.1	17	175	87	FAME,FORTUNE AND ROMANCE	11:00	30	MWF	A	2,100	2.4	8	164	81			
CBS LATE NIGHT II																						
CBS NEWS NIGHTWATCH-1	2:00	30	MTUTHSC		1,050	1.2	11	52	51	FAMILY TIES M-F	10:00	30	MTUWF	N	4,720	5.4	19	159	87			
CBS NEWS NIGHTWATCH-2	2:30	30	MTUTHSC		1,310	1.5	16	72	66	GENERAL HOSPITAL	3:00	60	M-F	A	6,990	8.0	24	209	99			
CBS NEWS NIGHTWATCH-3	3:00	180	MTUTHSC		1,140	1.3	22	91	79	GOOD MORNING, AMERICA-730	7:30	30	MWTHF	A	2,880	3.3	19	209	99			
CBS SUNDAY NEWS-OSGOOD	11:23	15	SUN.	C	4,980	5.7	13	115	67	GOOD MORNING, AMERICA-830	8:30	30	M-F	A	3,580	4.1	17	204	98			
DAVID LETTERMAN I	12:30	30	MTUTH	N	4,280	4.9	20	204	99	GOOD MORN AMER-TUE 730(B)	7:30	30	TUE.	A	2,710	3.1	16	190	84			
DAVID LETTERMAN II	1:00	30	MTUTH	N	3,500	4.0	21	204	99	GUIDING LIGHT	3:00	60	MTUWF	C	5,590	6.4	19	207	99			
DICK CAVETT-TUE	12:31	59	TUE.	A	1,220	1.4	7	111	65	JOHN HANCOCK SUN BOWL(S)	2:37	203	THU.	C	10,050	11.5	35	209	99			
FRIDAY NIGHT VIDEOS	12:30	90	FRI.	N	3,410	3.9	18	190	97	LOVING	12:30	30	M-F	A	3,410	3.9	12	182	90			
G MICHAELS SPORTS MACHINE	11:30	15	SUN.	N	1,140	1.3	4	86	54	NBA ON CBS SPEC.(S)	12:00	157	THU.	C	6,120	7.0	22	206	99			
JIMMY BRESLIN'S PEOPLE-TH	12:32	59	THU.	A	610	.7	4	115	68	NBC NEWS AT SUNRISE	6:30	30	M-F	N	1,490	1.7	17	191	96			
JIMMY BRESLIN'S PEOPLE-FR	12:01	59	FRI.	A	1,050	1.2	5	94	62													
SATURDAY NIGHT	11:30	81	SAT.	N	7,080	8.1	24	189	94													
TONIGHT SHOW	11:30	60	MTUTHFN		6,030	6.9	20	202	99													
NUMBER OF PROGRAMS 19																						
WEEKDAY DAYTIME																						
ABC DAYTIME NEWSBRIEF-M-F	2:58	01	M-F	A	6,030	6.9	22	204	97	NBC NEWS DIGEST-DAYTIME	2:57	01	MWF	N	4,110	4.7	15	193	95			
ABC WORLD NEWS-MORN-615A	8:15	15	M-F	A	960	1.1	13	111	75	NEW CARD SHARKS	10:30	30	MWTHF	C	4,200	4.8	16	165	82			
ABC WORLD NEWS-MORN-645A	8:45	15	M-F	A	1,490	1.7	18	189	92	NEWSBREAK-11.57	11:57	02	M-F	C	6,820	7.8	26	179	84			
ALL MY CHILDREN	1:00	60	M-F	A	6,210	7.1	22	211	99	NEWSBREAK-3.44	VAR	01	MTUWF	C	5,420	6.2	18	199	97			
AMERICAN TREASURY	3:58	01	MWF	C	5,160	5.9	17	199	95	ONE LIFE TO LIVE	2:00	60	M-F	A	5,940	6.8	22	210	99			
ANOTHER WORLD																						
AS THE WORLD TURNS																						
CAPITOL																						
CBS EARLY MORNING NEWS																						
CBS MORNING NEWS 1																						
CBS MORNING NEWS 2																						
CBS MORNING NEWS 1-TU(B)																						
DAYS OF OUR LIVES																						
DISNEY WRLO'S XMAS PARADE(S)																						
FAME,FORTUNE AND ROMANCE																						
FAMILY TIES M-F																						
GENERAL HOSPITAL																						
GOOD MORNING, AMERICA-730																						
GOOD MORNING, AMERICA-830																						
GOOD MORN AMER-TUE 730(B)																						
GUIDING LIGHT																						
JOHN HANCOCK SUN BOWL(S)																						
LOVING																						
NBA ON CBS SPEC.(S)																						
NBC NEWS AT SUNRISE																						
NUMBER OF PROGRAMS 45																						

A Partial time interruption within program

B Excludes delays which occurred after the week covered by this report.

S Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 87,400,000

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FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

DECEMBER 22-28, 1986 6

Program Name	New York Time		Day	Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Households (000)			Share %	Share %			
WEEKEND DAYTIME									
ABC WEEKEND SPECIALS	12:00	30	SAT.	A	3,060	3.5	11	181	89
ALL NEW EWOKS	11:30	30	SAT.	A	3,500	4.0	12	202	94
* ALOHA BOWL(S)	3:30	215	SAT.	A	5,070	5.8	14	205	98
ALVIN AND THE CHIPMUNKS	10:30	30	SAT.	N	5,940	6.8	23	200	99
AMERICAN BANDSTAND	1:00	30	SAT.	A	2,710	3.1	9	165	80
BERENSTAIN BEARS	8:00	30	SAT.	C	1,570	1.8	16	173	82
BUGS BUNNY & TWEETY SHOW	11:00	30	SAT.	A	3,760	4.3	13	204	96
BUSINESS WORLD	12:30	30	SUN.	A	1,490	1.7	5	118	74
CARE BEAR FAMILY	8:30	30	SAT.	A	2,100	2.4	15	204	98
CBS NCAA BASKETBALL-SAT	4:04	116	SAT.	C	5,770	6.6	17	208	99
* CBS NFL WILD CARD PRE(S)	3:30	30	SUN.	C	8,300	9.5	22	206	99
* CBS NFL WILD CARD GAME(S)	4:00	189	SUN.	C	19,140	21.9	44	208	99
* CBS NFL WILD CARD POST(S)	7:09	14	SUN.	C	19,490	22.3	39	208	99
* CBS SPORTS SPEC. EDITION(S)	2:00	90	SUN.	C	2,800	3.2	7	190	95
* CHAMPIONSHIPS OF THE USGA(S)	3:00	30	SAT.	A	1,840	2.1	6	150	80
FACE THE NATION	10:30	30	SUN.	C	3,410	3.9	13	141	88
FLINTSTONE KIDS 1	9:00	30	SAT.	A	2,800	3.2	15	206	99
FLINTSTONE KIDS 2	9:30	30	SAT.	A	3,230	3.7	15	206	99
FOOFUR	11:00	30	SAT.	N	5,330	6.1	19	199	98
GALAXY HIGH SCHOOL	11:00	30	SAT.	C	3,930	4.5	14	192	94
SMURFS II	9:30	30	SAT.	N	5,770	6.6	27	206	99
SMURFS III	10:00	30	SAT.	N	6,560	7.5	27	206	99
SUNDAY MORNING	9:00	90	SUN.	C	3,850	4.4	19	180	95
TEEN WOLF	10:30	30	SAT.	C	4,720	5.4	19	203	98
THIS WEEK-DAVID BRINKLEY	11:30	60	SUN.	A	3,230	3.7	11	188	97
WILDFIRE	8:30	30	SAT.	C	1,840	2.1	13	176	82
WUZZLES	8:00	30	SAT.	A	1,050	1.2	11	200	98
NUMBER OF PROGRAMS	52								
GUMMI BEARS	8:30	30	SAT.	N	2,710	3.1	19	202	99
IN THE NEWS-11.56AM-(B)	11:56	03	SAT.	C	2,880	3.3	10	148	71
IN THE NEWS-12.26PM-(B)	12:26	03	SAT.	C	1,920	2.2	7	131	62
IT'S PUNKY BREWSTER	11:30	30	SAT.	N	4,890	5.6	17	184	94
KIDD VIDEO	12:30	30	SAT.	N	3,580	4.1	12	151	81
KISSYFUR	8:00	30	SAT.	N	1,660	1.9	17	202	99
LAZER TAG ACADEMY	12:00	30	SAT.	N	4,110	4.7	15	170	89
LITTLES	12:30	30	SAT.	A	2,970	3.4	10	159	84
* MAZDA GATOR BOWL(S)	12:30	214	SAT.	C	7,080	8.1	23	207	99
MEET THE PRESS	11:30	30	SUN.	N	2,800	3.2	11	138	86
MUPPET BABIES	9:00	60	SAT.	C	3,150	3.6	17	203	97
NFL '86 NBC SUN(S)	12:00	30	SUN.	N	4,200	4.8	15	207	99
NFL PLAYOFF GAME-SUN(S)	12:30	185	SUN.	N	15,990	18.3	44	214	99
NFL PLAYOFF POST-SUN(S)	3:35	25	SUN.	N	10,660	12.2	28	209	99
ONE TO GROW ON-8:28AM	8:28	02	SAT.	N	1,920	2.2	18	201	98
ONE TO GROW ON-8:58AM	8:58	02	SAT.	N	3,060	3.5	20	201	98
ONE TO GROW ON-10:28AM	10:28	02	SAT.	N	6,560	7.5	27	205	99
ONE TO GROW ON-11:28AM	11:28	02	SAT.	N	5,240	6.0	18	198	98
ONE TO GROW ON-11:58AM	11:58	02	SAT.	N	4,200	4.8	15	184	94
PEE WEE'S PLAYHOUSE	10:00	30	SAT.	C	4,370	5.0	19	206	99
POUND PUPPIES	10:30	30	SAT.	A	3,150	3.6	12	205	96
REAL GHOSTBUSTERS	10:00	30	SAT.	A	3,410	3.9	14	204	99
RICHIE RICH-(B)	11:30	30	SAT.	C	2,880	3.3	10	148	71
ROCK N WREST-1(B)	12:00	30	SAT.	C	1,920	2.2	7	131	62
SMURFS I	9:00	30	SAT.	N	4,810	5.5	26	206	99

Δ Partial time interruption within program.

° Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program. (B) Breakout due to coverage or change in telecast day.

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